

# HER Helmet Thursdays

Discounts *only for cyclists, only on Thursdays*, throughout Monterey County

## REFERENCE SHEET FOR STAFF

Discount applies to **total tab** (*unless alcohol excluded*) **all day and night, every Thursday** (*except restricted dates*).

Discount percentage allowed by this establishment: \_\_\_\_\_ %

Discount allowed on alcohol?       YES       NO

Notes: \_\_\_\_\_

### How do cyclists get the discount?

- For the "**H**" (hotels/lodging) category, cyclists get a discount on their Thursday night stay by **bringing their own bicycle** *or* by showing a copy of a **rental receipt or rental agreement** for renting a bike one day or longer from any Monterey County bike rental shop.
- For the "**E**" and "**R**" categories (entertainment venues, educational attractions, and restaurants/dining), cyclists get a discount off their total tab just for biking to the establishment! As evidence they've biked there, they walk in with their bicycle **helmet**, in hand, and mention **HER Helmet Thursdays**. (They forgot their helmet? Sorry; no helmet, no discount—*unless an individual establishment wants to allow bringing in a bicycle pump as alternate evidence.*)       **Helmet only**       **Helmet or bicycle pump**

### Restricted dates

**Holidays** - Federal legal holidays in 2010 mean Thursday discounts will **not** be in effect on:

Veterans Day – **Thursday, November 11** and Thanksgiving Day – **Thursday, November 25**.

**Special event weeks** - For 2010, program-wide date restrictions apply to the following Thursdays. If not particularly impacted by an event, *an individual establishment may choose to allow discounts* on these dates.

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| • Feb 8 -14 – AT&T Pebble Beach Nat'l Pro-Am ( <b>Thurs, Feb 11</b> )  | <input type="checkbox"/> <b>Allow</b> <input type="checkbox"/> <b>Restrict</b> |
| • April 8-11 – Pebble Beach Food & Wine ( <b>Thurs, April 8</b> )      | <input type="checkbox"/> <b>Allow</b> <input type="checkbox"/> <b>Restrict</b> |
| • April 25 – Big Sur International Marathon ( <b>Thurs, April 22</b> ) | <input type="checkbox"/> <b>Allow</b> <input type="checkbox"/> <b>Restrict</b> |
| • May 21-23 – Monterey Sports Car Champions ( <b>Thurs, May 20</b> )   | <input type="checkbox"/> <b>Allow</b> <input type="checkbox"/> <b>Restrict</b> |
| • June 14-20 – U.S. Open Championship ( <b>Thurs, June 17</b> )        | <input type="checkbox"/> <b>Allow</b> <input type="checkbox"/> <b>Restrict</b> |
| • July 1-3 – Spirit West Coast ( <b>Thurs, July 1</b> )                | <input type="checkbox"/> <b>Allow</b> <input type="checkbox"/> <b>Restrict</b> |
| • July 15-18 – California Rodeo ( <b>Thurs, July 15</b> )              | <input type="checkbox"/> <b>Allow</b> <input type="checkbox"/> <b>Restrict</b> |
| • July 17-31 – Carmel Bach Festival ( <b>Thurs, July 15, 22, 29</b> )  | <input type="checkbox"/> <b>Allow</b> <input type="checkbox"/> <b>Restrict</b> |
| • July 23-25 – Red Bull U.S. Grand Prix ( <b>Thurs, July 22</b> )      | <input type="checkbox"/> <b>Allow</b> <input type="checkbox"/> <b>Restrict</b> |
| • Aug 11-15 – Concours d'Elegance ( <b>Thurs, Aug 12</b> )             | <input type="checkbox"/> <b>Allow</b> <input type="checkbox"/> <b>Restrict</b> |
| • Aug 13-15 – Rolex Historic Auto Races ( <b>Thurs, Aug 12</b> )       | <input type="checkbox"/> <b>Allow</b> <input type="checkbox"/> <b>Restrict</b> |
| • Sept 17-19 – Monterey Jazz Festival ( <b>Thurs, Sept 16</b> )        | <input type="checkbox"/> <b>Allow</b> <input type="checkbox"/> <b>Restrict</b> |

Questions/comments? Mari Lynch, (831) 375-6278 or <http://www.BicyclingMonterey.com>